



# DAVIS DOWNTOWN

## Marketing & Outreach Committee Meeting Agenda

Thursday, April 6th @ 9:00AM

**Chair:** Yelena Ivashchenko

**Co-Chair:** Paul Takushi

**Location:** Meet via Zoom Link

<https://us02web.zoom.us/j/81511416192>

<b>1.</b>	<b>Welcome / Roll Call &amp; Introductions</b>
<b>2.</b>	<b>Review of Minutes &amp; Agenda</b> <ul style="list-style-type: none"><li>● March <a href="#">Minutes</a></li><li>● April Agenda</li></ul>
<b>3.</b>	<b>Public Comment (2 min max/person)</b>
<b>4.</b>	<b>Event Recaps &amp; Review</b> <ul style="list-style-type: none"><li>● March Promotion: Featuring Women in Business for Women's History Month</li><li>● 2nd Friday ArtAbout</li></ul>
<b>5.</b>	<b>Upcoming Events &amp; Promotions</b> <ul style="list-style-type: none"><li>● Spring DDBA Membership Networking Mixer</li><li>● Davis Downtown Pub Crawl (June 10)</li><li>● TITD 2023 Planning Update</li><li>● Planning &amp; Discussion for 2023 Sidewalk Sale Weekend<ul style="list-style-type: none"><li>○ July 14-16</li></ul></li></ul>
<b>6.</b>	<b>Marketing Priorities &amp; Growth/Trends</b> <ul style="list-style-type: none"><li>● Performance Updates</li><li>● Marketing Priority Updates<ul style="list-style-type: none"><li>○ Davis Downtown Gift Card Program Launch</li><li>○ IDing &amp; Pooling Marketing Assets / Media Kit Creation</li><li>○ DDBA Website Redesign/Development Planning</li><li>○ Rebranding Strategy</li><li>○ CRM &amp; Outreach Strategy</li></ul></li></ul>

7.	<b>Nurturing Presence On The Web (Paul Takushi)</b>
8.	<b>Downtown Kiosks</b> <ul style="list-style-type: none"> <li>● Static Map Kiosks <ul style="list-style-type: none"> <li>○ Marketing &amp; Design Strategy</li> <li>○ Implementation Plan/Timeline</li> </ul> </li> <li>● Digital Kiosk <ul style="list-style-type: none"> <li>○ Concept &amp; Content Inclusion/Management Strategy</li> <li>○ Implementation Plan/Timeline</li> </ul> </li> </ul>
9.	<b>Collaborations, Sponsorship &amp; Advertising Opportunities</b> <ul style="list-style-type: none"> <li>● 2nd Friday ArtAbout</li> <li>● UC Davis Arboretum &amp; Public Garden</li> <li>● Davis Music Fest</li> <li>● The Dirt</li> <li>● Davis Living Magazine</li> <li>● UC Davis Picnic Day Apr. 15</li> <li>● 36th California Conference for the Advancement of Ceramic Arts (CCACA) Apr. 28-29</li> <li>● Celebrate Davis 2023</li> </ul>
10.	<b>New Business</b>
11.	<b>Old Business</b>
12.	<b>Adjournment</b> <ul style="list-style-type: none"> <li>● Next Meeting: Thursday, May 4th @ 9:00AM</li> </ul>